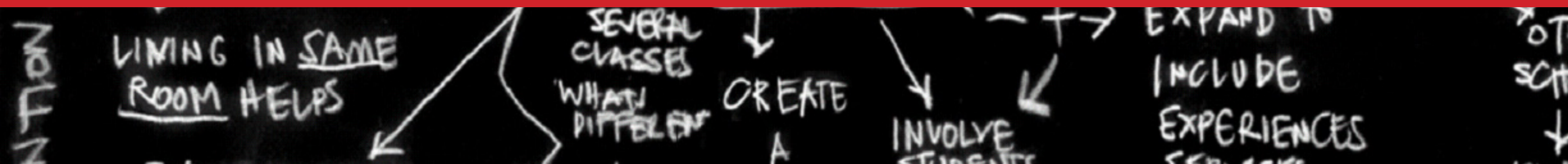




# An Introduction to Design Thinking





# Draw

Sketch your idea here!

# Start by gaining empathy.

## 1 Interview

Notes from your first interview

Switch roles & repeat Interview

## 2 Dig deeper

Notes from your second interview

Switch roles & repeat Interview

# Reframe the problem.

## 3 Capture findings

**needs:** things they are trying to do\*  
\*use verbs

**insights:** new learnings about your partner's feelings/  
worldview to leverage in your design\*  
\*make inferences from what you heard

## 4 Define problem statement



\_\_\_\_\_

name

**needs a way to** \_\_\_\_\_ .  
user's need

**Unexpectedly, in his/her world,**

\_\_\_\_\_

insight

**Ideate:** generate alternatives to test.

**5** Sketch 3-5 *radical* ways to meet your user’s needs.



write your problem statement above

**6** Share your solutions & capture feedback.

Notes

# Iterate based on feedback.

## 7 Reflect & generate a new solution.

Sketch your big idea, note details if necessary!

# Build and test.

## 8 Build your solution.

Make something your partner can interact with!

[not here]

## 9 Share your solution and get feedback.

+ What worked...

- What could be improved...

? Questions...

! Ideas...